



Media Release

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ANZ calling customers to recycle and mark mobile milestone

ANZ is encouraging customers to commemorate this year's 20th anniversary of the mobile phone in Australia by recycling their old and unused mobile phones, batteries or accessories at 250 ANZ branches in Canberra, Melbourne and Sydney.

Two decades ago when the first analogue mobile phones were introduced in Australia, few people had mobiles as they cost more than \$4,000 each and were more like bricks compared to today's slim-line, pocket-sized, mini computers.

ANZ Managing Director Retail Banking Mr Louis Hawke said ANZ was pleased to be the first bank to support MobileMuster, the official recycling program of the mobile phone industry, by offering a convenient recycling service for customers.

"This milestone is a great reminder for residents in Sydney, Melbourne and the Australian Capital Territory to find their old mobile phones and drop them off at their nearest ANZ branch," Mr Hawke said. "By encouraging recycling and reducing waste to landfill from both our customers and the wider community, we can make a positive difference to the environment."

According to the Manager of Australian Mobile Telecommunications Association's recycling program, MobileMuster, Ms Rose Read, there are an estimated 16 million unused mobile phones lying around in drawers at home and work, of which around four million no longer work.

"The profound impact mobile phones have made in our lives, the constant manufacturing of affordable new models, advanced functionalities and faster connectivity have contributed to Australians upgrading their mobile phones every 18 to 24 months," Ms Read said.

"However, more than 90 per cent of the materials in mobile phones, batteries and accessories recovered during recycling can be used in jewellery, stainless steel products and plastic fence posts."

Since July last year, Australians have recycled more than 256,000 handsets and batteries and 22,000kg in accessories. This brings the total volume of mobiles collected to more than 410,000kg, including 2.38 million handsets and batteries, and more than 170,000kg of accessories. MobileMuster aims to raise community participation and treble recycling levels to 1.5 million mobile phones and batteries a year by 2008.

For more information or to locate your nearest drop-off point visit www.mobilemuster.com.au or contact 1300 730 070.

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